



# Your Fundraising Event Checklist

Here are some general tips to get you started with your event!

## Before your event:

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- Create your own poster using our editable template or make your own with our logo! You can find all the resources you need here. Remember, our Marketing Team is only **an email away** for anything you need.
- Created your own designs? Please send us a copy of anything you did so that we can approve the use of St Jude's logo, and help you with any design needs.
- Invite people - think of friends, family, and local groups, including churches, Rotary clubs, schools or who ever you think may be interested.
- Now it's time to promote your event; here are some tips:
  - » Create an event on social media! You can use **this guide for Facebook** and **LinkedIn** to get you started
  - » Put your poster up! Paste on your local notice board or ask your local shops to put in their windows.
  - » List your event in your local newspaper and other online or print publications. Also consider adding to large listings such as Eventbrite or any that are relevant to your area.
  - » Remember to tag us on our social media so we can help you spread the word! You can even feature in our newsletter.
  - » Consider inviting local media to attend your event, it's not as scary as it sounds! They are often looking for feel good community stories and may be happy to come along. Our team can walk you through the process if you are unsure where to start.
- You might need some equipment for your event, so if needed make sure to organise a laptop, projector, speaker or extension cords before your event.
- Ask people to help! Whether it's spreading the word or being a helping hand on the day, ensure to get the support you need.
- Send a reminder to attendees one or two days prior to the event.
- Think about how you will take donations and what you'll need to make it a safe and smooth process. Our team can walk you through options, if you are unsure so don't hesitate to reach out.

## The day of your event:

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- Organise and allocate tasks to your helpers. Maybe it's setting up chairs, taking donations, welcoming guests or testing equipment, make sure everyone has a clear job!
- Set up and test all the technical equipment - all together! Keeping in mind the volume, visibility and comfort of your guests .
- Taking donations on the night? Use our donation registration sheet to keep track - you'll find it on our fundraising resources page here.

## After your Event:

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- Reach out to our accounts team and arrange to deposit any donations to St Jude's.
- Please send us a selection of your best photos so that we can celebrate your success and share your story.
- Give yourself a pat on the back - you did it!